



Gimv

Good company for companies

Antwerpen / 15 september 2009 / 7:30 CET

Gimv investeert 4,5 miljoen EUR in online design specialist 'Made in Design'

Gimv investeert 4,5 miljoen EUR in de eerste institutionele investeringsronde van de Franse onderneming Made In Design. Deze online designwinkel is momenteel actief in Frankrijk en het Verenigd Koninkrijk. De kapitaalverhoging zal worden aangewend om Made In Design in verschillende andere Europese landen op de kaart te zetten (waaronder Italië en Duitsland in 2010) en zijn positie op de B2B-markt te versterken. Als strategische partner voor designmerken, streeft het bedrijf ernaar om de grootste designportalsite in Europa te worden.

Made In Design (www.madeindesign.com), opgericht in 1999, heeft zijn hoofdkantoor in Grenoble. Het is in Frankrijk de toonaangevende webwinkel voor designmeubelen en -objecten. Het bedrijf heeft partnerships met grote designmerken als Alessi, Kartell en Foscari. Bovendien beschikt Made In Design met meer dan 800 ontwerpers en meer dan 10.000 artikelen over het meest complete online productgamma. Het aanbod van Made In Design varieert van een messenset van Starck voor 2 EUR over Herman Millers cradle-to-cradle bureaustoelen tot een loungezet van Extremis voor 16.000 EUR.

Het bedrijf telt 35 medewerkers en realiseerde in 2008 een omzet van meer dan 7 miljoen EUR. Stilaan krijgt het online aankopen van meubelen vaste voet in Europa. Hoewel de markt snel groeit, maken online aankopen maar 3% van de totale meubelmarkt in Frankrijk uit, terwijl dat in Amerika 11% is.

De investering in Made In Design is het resultaat van een samenwerking tussen het Franse Buyouts & Growth-team en het Technology-team van Gimv. Anne Caron en Geoffroy Dubus van het Gimv-kantoor in Parijs krijgen een zitje in de raad van bestuur van Made In Design.

Geoffroy Dubus zegt over deze transactie: *"We zijn heel enthousiast om met Catherine Colin en haar team samen te werken. In de laatste jaren is Made In Design erin geslaagd om de grootste webwinkel voor designartikelen in Frankrijk te worden. Met onze investering zullen we het bedrijf helpen om de nummer 1 in Europa te worden."*

Alle betrokken partijen hebben beslist om geen financiële gegevens over deze transactie bekend te maken.

Bijlage: persbericht Made In Design



Gimv

Good company for companies

Voor meer informatie kunt u contact opnemen met:

De heer Frank De Leenheer – Investor Relations & Corporate Communications Manager
T +32 3 290 22 18 – frank.deleenheer@gimv.com

Mevrouw Anne Caron – Director, Buyouts & Growth – Frankrijk
T +33 1 58 36 45 64 – anne.caron@gimv.fr

Mr Geoffroy Dubus – Partner Technology
T +33 1 58 36 45 61 – geoffroy.dubus@gimv.com

Gimv is een Europese investeringsmaatschappij met bijna 30 jaar ervaring in private equity en venture capital. Het bedrijf is genoteerd op NYSE Euronext Brussel en beheert momenteel ongeveer 1,7 miljard EUR (inclusief fondsen van derden).

Gimv investeert in buyouts en verstrekt groeifinanciering aan gevestigde bedrijven. Hiervoor heeft Gimv vier lokale teams in België, Nederland, Frankrijk en Duitsland. Via het Gimv-XL fonds wordt groeikapitaal geïnvesteerd in grotere bedrijven in Vlaanderen. In hightech sectoren investeert Gimv durfkapitaal via zijn gespecialiseerde teams in Life Sciences, Technology en Cleantech.

In de Benelux focust Gimv zich met het fonds DG Infra+ ook op infrastructuurprojecten. Daarnaast is Gimv actief in Centraal- en Oost-Europa via fondsen en joint ventures.

Meer informatie over Gimv vindt u op www.gimv.com.

PRESS RELEASE
15/09/09

MADE IN DESIGN ANNOUNCES FUNDING OF €4.5 MILLION FROM GIMV

The online retailer Made In Design has agreed a €4.5 million funding round with GIMV, the European private equity and venture capital provider listed on Euronext Brussels. Established in 1999 by Founder Chairman Catherine Colin, Made In Design is now the French market leader in online sales of designer furniture and interiors.

This fund raising is intended to accelerate the growth of madeindesign.com, and ensure its future success by establishing the website as Europe's leading online designer products outlet.

The Made In Design business growth plan has four goals:

- **to consolidate its leading position in the French market** with a total makeover of its website, including a new IT platform, improved customer service, and a series of innovative new resources
- **to deploy the Made In Design strike force throughout Europe:** with a physical presence in France and the UK, and trading actively in Belgium, Switzerland and Luxembourg, the website will be launched in Germany and Italy during the first half of 2010 to establish the business as Europe's leading online designer products retailer for consumers and partner brands
- **to develop an innovative B2B service** through the implementation of a unit dedicated to providing personalised furniture purchasing advice for architects, agencies, hotels, restaurants and companies via a dedicated team and website (madeindesignpro)
- **to build a broad-based community around design and interiors** that will expand the existing Made In Design community and offer interior decoration professionals, consumers, the media and opinion-formers an entirely dedicated website delivering a continual stream of updated and interactive editorial content on design-related issues.

"I am extremely happy to have concluded this first fund raising, and especially pleased to be able to welcome a financial partner of the stature of GIMV to work alongside us", says Made In Design Chairman Catherine Colin. *"This strategic alliance will enable us to consolidate our leadership of the French market and accelerate our expansion elsewhere in Europe".* At the same time as focusing on its four goals for growth, Made In Design remains open to all opportunities for external growth, whether geographically or in terms of complementary skills.

Made In Design operates in the fast-growing interiors and furniture market, valued at €9.7 billion in France (7.3% growth in 2007), and €100 billion in Europe. The Internet channel is acknowledged as adding value to traditional retailing, and currently accounts for 3% of total sales in the French interiors market, or €260 million annually. Three types of operator share the online market: the event-led and private sales websites, the pure players (Made In Design) and the superstores (IKEA, Habitat, etc.).

The advisors for the transaction are ORSAY Avocats - SCP Lerner, Friggeri & Associés (lawyers), Mascré Heguy Associés (lawyers), Ernst & Young (consultants) and Amparo Corporate Development (consultants).

ABOUT MADE IN DESIGN:

The philosophy of Made In Design is that good design should be available to everyone without restriction, supported by full editorial content and a high degree of interactivity with web users via an online magazine and the Democratic Design blog.

Its www.madeindesign.com website has become the benchmark for consumers and interior decoration professionals, and the company now offers more than 10,000 different items of furniture, lighting and other interior design products from 180 different brands (around 80 new products are introduced every week). The ranges and service offered to the general public are complemented by a dedicated BtoB service offering the company's professional expertise and advice on interior design and decoration to professionals working in the industry.

In 10 years, Made In Design has successfully completed every stage of e-commerce development, delivering dynamic revenue growth of 70% to 100% per year. Its twin skills of design and e-commerce enabled the company to declare its first profit in 2002. In 2008, Made In Design confirmed and extended its leading position in the market by reporting annual revenue of €7 million.

Made In Design - the key figures

Established: 1999

2008 revenue: €7 million

Workforce: 35

Total visitors in 2008: 5 million - **Number of unique visitors per day in 2008:** 15,000 (12 pages viewed per visitor)

Number of products: +10,000 - **Number of brands represented:** 180... that's more than 800 designers

Increase in sales 2008/2007: +70%